Navy Localized Messages
NRD San Antonio

CAMPBELL-EWALD | GLOBALHUE | ACCENTMARKETING | GOLINHARRIS

Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All good things take GREAT people

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD San Antonio

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Texas, with nearly 15,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire state – you could tailor this for each region in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence.*)
- The Navy forges true leaders such as Petty Officer First Class xx who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project.)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, Nuke, NSW, etc.*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD San Antonio, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer.*)

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- *A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as University of Texas Health Science Center – San Antonio and Texas A&M to join the military ranks. (*This is an example focusing on medical and calling out a few universities in NRD San Antonio - tailor this message to the schools you recruit from and give examples of the tuition assistance available.*)
- *Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. (*This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide.*)
- As a member of the Navy Nuclear Propulsion community, you will serve in roles and take on responsibilities that even your most talented peers wait years to take on. Imagine being in your early to mid-twenties and assuming control of a $1.5 billion nuclear-powered submarine. We are searching for the best and brightest to be part of one of the most dynamic environments imaginable, and are recruiting from top universities such as University of Texas among many others. (*This is an example of showing the strength of

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in Texas, we are interested in recruiting men and women to join us on this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in San Antonio this weekend, our Sailors' mission was to help eliminate poverty housing and bring a smile to a local family by participating in a Habitat for Humanity renovation project. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district.)*
- Texans, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Texas.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Texas, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the specific region or area.)*
- Thank you to our Navy families in San Antonio. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family. (*When tailoring this message, include the specific region or area.)*

Texas Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **52** of the Fortune 500 ranked companies are based in cities in Texas, with Exxon Mobil, Phillips 66, Valero Energy, AT&T, ConocoPhillips, Dell, Enterprise Products Partners, Sysco Plains All American Pipeline and Tesoro ranked in the top 100 (ranked in revenues):
  - Exxon Mobil, Phillips66, Valero Energy, AT&T, ConocoPhillips, Dell, Enterprise Products Partners, Sysco, Plains All American Pipeline, Tesoro, Halliburton, AMR, Fluor, Kimberly-Clark, Baker Hughes, United Services Automobile Assn., HollyFrontier, National Oilwell Varco, Energy Transfer Equity, Southwest Airlines, Apache, Marathon Oil, Waste Management, Anadarko Petroleum, J.C. Penney, Dean Foods, Texas Instruments, Whole Foods Market, EOG Resources, Kinder Morgan, Tenet Healthcare, Western Refining, GameStop, Cameron International, KBR, Commercial Metals, Group 1 Automotive, CenterPoint Energy, Enbridge Energy Partners, NuStar Energy, Celanese, Quanta Services, CC Media Holdings, FMC Technologies, Dr Pepper Snapple Group, Targa Resources, Energy Future Holdings, MRC Global, Calpine, Susser Holdings, Spectra Energy, MetroPCS Communications.
- The Navy has a very visible presence in Texas with nearly 15,000 Navy personnel employed, including active duty and civilian personnel and four installations The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Texas's export shipments of merchandise which in 2012 totaled $264.7 billion.

Texas Data Points

- Texas received $133,324 in federal funding through the Small Business Administration’s State Trade Export Promotion (STEP) grant program, designed to support local and state businesses’ efforts to overcome obstacles that stand in the way of accessing foreign markets.
- A total of 40,056 companies exported goods from Texas locations in 2011. Of those, 37,374 (93.3 percent) were small and medium-sized enterprises (SMEs) with fewer than 500 employees.
- SMEs generated nearly one-third (30.4 percent) of Texas' total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 7.8 percent of Texas’ total private-sector employment. Over one-quarter (26.1 percent) of all manufacturing workers in Texas depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Lockheed Martin Corporation - $13,270,313
  - Bell Boeing Joint Project Office - $2,383,783
  - L-3 Communications Holding, Inc. - $1,924,373
  - N.V. Koninklijke Nederlandsche - $1,450,140
  - Raytheon Company - $1,342,322
  - Valero Energy Corporation - $1,049,290
  - Textron Inc. - $916,421
  - The Boeing Company - $667,146
  - Petromax Refining Co., LLC - $539,736
  - Hensel Phelps Construction Co. - $488,542

Texas Data Points

- The state's largest export market was Mexico. Texas posted merchandise exports of $94.5 billion to Mexico in 2012, 35.7 percent of the state’s total merchandise exports. Mexico was followed by Canada ($23.9 billion), China ($10.3 billion), Brazil ($10 billion), and the Netherlands ($9.6 billion).
- The state's largest merchandise export category was petroleum and coal products, which accounted for $56.9 billion of Texas's total merchandise exports in 2012. Other top merchandise exports were chemicals ($47 billion), computers and electronic products ($45.1 billion), machinery ($29.5 billion), and transportation equipment ($25.1 billion).
- In 2012, the following metropolitan areas in Texas recorded merchandise exports: Houston-Sugar Land-Baytown ($110.3 billion), Dallas-Fort Worth-Arlington ($27.8 billion), San Antonio-New Braunfels ($14.0 billion), El Paso ($12.8 billion), Austin-Round Rock-San Marcos ($9.0 billion), Corpus Christi ($5.8 billion), Beaumont-Port Arthur ($5.4 billion), Laredo ($5.2 billion), McAllen-Edinburg-Mission ($5.2 billion), and Brownsville-Harlingen ($4.6 billion).

Texas Data Points

- Top Medical Schools
  - University of Texas Southwestern Medical Center (#20, U.S. News Best Medical Schools: Research, #21, U.S. News Best Medical Schools: Primary Care, Dallas, Texas)
  - Baylor College of Medicine (#21, U.S. News Best Medical Schools: Research, #49, U.S. News Best Medical Schools: Primary Care, Houston, Texas)
  - University of North Texas Health Science Center (#35, U.S. News Best Medical Schools: Primary Care, #55 U.S. News Best Medical Schools: Research, Fort Worth, Texas)
  - University of Texas Health Science Center – San Antonio (#52, U.S. News Best Medical Schools: Primary Care, #67, U.S. News Best Medical Schools: Research)
  - Texas A&M Health Science Center* (#71, U.S. News Best Medical Schools: Primary Care, #83, U.S. News Best Medical Schools: Research, College Station, Texas)
- Top Engineering Schools
  - University of Texas – Austin (#8, U.S. News Best Engineering Grad Schools)
  - Texas A&M University – College Station* (#12, U.S. News Best Engineering Grad Schools)
  - Rice University* (#31, U.S. News Best Engineering Grad Schools, Houston, Texas)
  - University of Houston* (#77, U.S. News Best Engineering Grad Schools)
  - University of Texas – Dallas (#77, U.S. News Best Engineering Grad Schools)
  - University of Texas – Arlington (#88, U.S. News Best Engineering Grad Schools)
  - Texas Tech University (#93, U.S. News Best Engineering Grad Schools, Lubbock, Texas)
  - Southern Methodist University (#121, U.S. News Best Engineering Grad Schools, Dallas, Texas)
- Top Chaplain Schools
  - Abilene Christian University – (Abilene, Texas)
  - Hardin- Simmons University – (Abilene, Texas)
  - Southern Methodist University – (Dallas, Texas)
  - University of Dallas
  - Saint Edward's University – (Austin, Texas)

*Indicates university with NROTC program

Texas Data Points

- Four ships have borne the name USS *Texas:*
  - The first USS *Texas* (1892) was laid down by Norfolk Naval Ship Yard, on 1 June, 1889, launched 28 January1892 and commissioned 15 August 1895. She was decommissioned 27 January, 1896 and recommissioned 20 July 1896. The ship was decommissioned two more times by 1911 and renamed *San Marcos* on 16 February 1911. She was sunk as a target off Tangier Island, Maryland, 22 March 1911, by the battleship *New Hampshire* (BB-25).
  - The second USS *Texas* (BB-35), 1914-1948, a 27,000-ton *New York*-class battleship built at Newport News, Virginia, was commissioned in March 1914. In May, she steamed to Vera Cruz to support the occupation of that Mexican city. Regular operations with the Atlantic Fleet began in mid-year and continued to January 1918. She then crossed the ocean to join the Grand Fleet in the North Sea, where she remained to the end of the First World War. *Texas* returned to the United States in late December 1918 and again took up her duties with the Atlantic Fleet. Reassigned to the Pacific Fleet in mid-1919, *Texas* came back to the Atlantic in 1924, when she again visited Europe on a training cruise. The ship received new oil-fired boilers and many improvements to her combat systems in a major modernization that began in 1925. With her appearance transformed, Texas' operations alternated between the Atlantic and the Pacific until 1931, when her base was shifted to California. When the second World War began in September 1939, she joined other Atlantic Squadron ships in maintaining a Neutrality Patrol, an activity that became increasingly warlike when the U.S. Navy began convoying western Atlantic shipping in 1941. The next year, with the nation now formally at war, *Texas* escorted troops and supplies to Panama, West Africa and the British Isles. After an overhaul, *Texas* went to the Pacific, arriving in the war zone in time to take part in the February 1945 Iwo Jima invasion. From late March to late May, she operated off Okinawa, firing her guns against Japanese positions and helping to fight off suicide plane attacks. *Texas* was preparing for the invasion of Japan when the war ended in August 1945. She left the Western Pacific in late September and spent the next three months transporting veterans home. Returning to the Atlantic coast in February 1946, *Texas* was inactive until April 1948, when she was placed out of commission and turned over to the State of Texas. She has been maintained as a memorial at San Jacinto ever since.

Texas Data Points

- Four ships have borne the name USS *Texas* (cont.):
  - The third USS *Texas* (CGN 39, formerly DLGN 39) was laid down by Newport News Shipbuilding Co., Newport News, Va. on 18 August 1973, launched 9 August 1975 and commissioned 10 September 1977. She is the second ship in the *Virginia*-class of nuclear powered guided missile cruisers and was the third ship in the Navy named after the state of Texas. She was decommissioned 16 July 1993. USS *Texas* was homeported in Bremerton, Wash., and is now situated at the Puget Sound Naval Shipyard in Washington awaiting scrapping.
  - The fourth USS *Texas* (SSN-775) a *Virginia*-class attack submarine was built by Northrup Grumman in Newport News, Virginia and was launched, 9 April 2005. Commissioned on 9 September 2006, as of October 2009, the ship's current homeport is in Pearl Harbor, Hawaii.

Texas Data Points

- Texas is proud to be home to 70 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Machinist First Class George Frederick Phillips received a Medal of Honor for extraordinary heroism and uncommon valor in action in connection with the sinking of the USS *Merrimac* at the entrance to the harbor of Santiago de Cuba 2 June 1898. Despite heavy fire from the Spanish shore batteries, Machinist First Class Phillips displayed extraordinary heroism throughout this operation.
  - Seaman First Class Johnnie David Hutchins received a Medal of Honor for extraordinary heroism and conspicuous valor above and beyond the call of duty while serving on board a Landing Ship Tank (LST-473), during the assault on Lae, New Guinea, 4 September 1943. As the ship on which Seaman First Class Hutchins was stationed approached the enemy-occupied beach under a hail of fire from Japanese shore batteries, a hostile torpedo pierced the surf and bore down upon the vessel. In the tense split seconds before the helmsman could steer clear of the threatening missile, a bomb struck the pilot house, dislodged him from his station, and left the stricken ship helplessly exposed. Fully aware of the situation, Seaman First Class Hutchins, although mortally wounded by the shattering explosion, grasped the wheel and maneuvered the vessel clear of the advancing torpedo. Still clinging to the helm, he succumbed to his injuries.
  - Hospital Corpsman John Edward Kilmer received a Medal of Honor for conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty as a Medical Corpsman attached to Company H, Third Battalion, Seventh Marines, FIRST Marine Division (Reinforced), in action against enemy aggressor forces in Korea, on 13 August 1952. With his company engaged in defending a vitally important hill position during an assault by large concentrations of hostile troops, Hospital Corpsman Kilmer repeatedly braved intense enemy mortar, artillery, and sniper fire to move from one position to another, administering aid to the wounded and expediting their evacuation. Painfully wounded himself when struck by mortar fragments while moving to the aid of a casualty, he persisted in his efforts and inched his way to the side of the stricken Marine through a hail of enemy shells falling around him. Undaunted by the devastating hostile fire, he skillfully administered first aid to his comrade and, as another

References

- Texas:
  - Listing of FORTUNE 500 companies:
    http://money.cnn.com/magazines/fortune/fortune500/2013/full_list/
  - Texas export information:
    http://www.trade.gov/mas/ian/statereports/states/tx.pdf
    http://www.sba.gov/step-grants/by-state/TX
  - Top 10 contractors:
    http://siadapp.dmdc.osd.mil/personnel/L03/fy09/atlas_2009.pdf
    http://www.census.gov/prod/2011pubs/12statab/defense.pdf (2012 Census Abstract leads us back to 2009 data, which is the latest available)
  - Texas ships:
    http://www.navsource.org/archives/01/texas.htm
    http://www.history.navy.mil/photos/sh-usn/usnsh-t/bb35.htm
    http://navysite.de/cg/cgn39.htm
    http://www.navsource.org/archives/08/08775a.htm
    http://www.nvr.navy.mil/nvrships/NAME.HTM
  - Medal of Honor recipients:
    http://militarytimes.com/citations-medals-awards/recipient.php?recipientid=1881
    http://militarytimes.com/citations-medals-awards/recipient.php?recipientid=2043
    http://militarytimes.com/citations-medals-awards/recipient.php?recipientid=1086
    http://www.homeofheroes.com/moh/states/tx.html
  - College/University Information:
    http://www.nrotc.navy.mil/colleges_nrotc_unitsXP3.aspx
    http://colleges.usnews.rankingsandreviews.com/best-colleges/rankings/engineering
    http://grad-schools.usnews.rankingsandreviews.com/best-graduate-schools/top-medical-schools/research-rankings
    http://grad-schools.usnews.rankingsandreviews.com/best-graduate-schools/top-medical-schools/primary-care-rankings
    http://education-portal.com/articles/Top_Divinity_Schools_in_the_US.html
    http://education-portal.com/articles/List_of_the_Best_Seminary_Schools_in_the_US.html